THE SAN JOAQUIN VALLEY CENSUS HUDDLE

This weekly update includes news, action items, resources, county updates, learning opportunities and funding opportunities for census partners across the San Joaquin Valley; some items, when indicated below, are only intended for Region 6 ACBO-funded and/or SJVHF-funded partners. Look for this Huddle every Wednesday and remember to share with your staff and partners. Please send information to include to Justin Rausa at justin@everydayimpactconsulting.com.

LATEST CENSUS NEWS

As you saw in last week’s Huddle, USCB has updated its operational timeline, which you can view here: https://2020census.gov/en/news-events/operational-adjustments-covid-19.html. The updated timeline includes a delay in the mailing of paper questionnaires to April 8th-30th, and the sending of reminder postcards to April 27th-May 9th. The end of the self-response period is now revised to October 31st.

As of April 21st, the national self-response rate has reached 51.6% with California's self-response rate exceeding that at 52.8%. Within the past week, California has increased its self-response rate by over 3%! Please continue to spread the word about the Census, encourage everyone to complete their questionnaire online or by phone. Let them know you are available to assist, if needed.

To view the U.S. Census Bureau self-response map, click here.

<table>
<thead>
<tr>
<th>County</th>
<th>USCB Self-Response Rate (SRR), as of April 21st</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percentages are the difference from last week’s figures in the Huddle</td>
</tr>
<tr>
<td>Statewide</td>
<td>52.8% (+3.6%)</td>
</tr>
<tr>
<td>Fresno</td>
<td>50.6% (+3.1%)</td>
</tr>
<tr>
<td>Kern</td>
<td>47.1% (+3.5%)</td>
</tr>
<tr>
<td>Kings</td>
<td>48.0% (+4.1%)</td>
</tr>
<tr>
<td>Mariposa</td>
<td>32.0% (+2.6%)</td>
</tr>
<tr>
<td>Madera</td>
<td>44.8% (+3.5%)</td>
</tr>
<tr>
<td>County</td>
<td>Percent Change</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Merced</td>
<td>49.4% (+3.8%)</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>51.1% (+3.1%)</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>53.4% (+3.5%)</td>
</tr>
<tr>
<td>Tulare</td>
<td>47.9% (+4.0%)</td>
</tr>
</tbody>
</table>

Last but not least, the State provided some guidance to protect against “Zoom Bombing”, which is when an individual or individuals gain unauthorized access to Zoom (and similar platforms) and subsequently overwhelm the video conference with typically offensive audio and/or visual material. To protect our reputations and ensure stakeholder trust, we must practice vigilance and employ the highest level of security controls possible when utilizing these types of services. Please be sure to read and follow the Zoom security configuration guidelines.

**ACTION ITEMS**

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by March 4th.
- **Region 6 ACBO Partners**, please continue to submit your SwORD bulk upload templates to Justin and Julian each Friday.

**TFC YouTube Competition – Your Vote Needed**

Last month, The Fresno Center asked you to share/participate in their 2020 Census YouTube Video Competition and now the videos are in. TFC needs your help to vote for the video you feel is most worthy of $500!! To vote, click on the links below; if you like it, give it a thumbs up. The video with the most thumbs up will win $500. All votes must be in by April 30, 2020!

  - Video 1:: Video 2 :: Video 3 :: Video 4

**NEW CENSUS RESOURCES**

**USCB YouTube Videos**

Feel free to share USCB’s new YouTube video, titled *Your Turn to Respond*, with your social media and networks. Also recently released is its *Unity Video*, created to encourage all states to participate in the Census. From east to west, north to south, all our voices count! Together, we can ensure federal funding for essential resources like health care, public safety and education stays in our communities.

  - #EveryStateCounts

**Updated CCC Partner Portal Resources**

The State has added its new Census photo gallery to the Partner Portal. In addition, the *veterans outreach page* has been updated to include new resources and downloadable materials for partners and veterans serving organizations to share messages to California veterans and emphasize that they are valued and that their participation in completing the 2020 Census questionnaire will benefit their families and communities.
COVID-19 RESOURCES

COVID-19
In addition to the CCC’s own coronavirus resource page for census partners, there is a simplified State webpage and USCB webpage for coronavirus updates and resources. Here are new resources for the week:

- Count All Kids | Coronavirus and the 2020 Census: Revisiting the “Best Laid Plans”
- In response to the federal stimulus bill (i.e. CARES Act) omitting ITIN filers from the stimulus payments, Governor Newsom announced a state fund that would provide state-funded relief to those workers in California.

Last but not least, here are links to COVID-19 guidelines by county for the San Joaquin Valley:

Kern | Kings | Fresno | Mariposa | Madera | Merced | San Joaquin | Stanislaus | Tulare

CENSUS LEARNING OPPORTUNITIES

NALEO USCB Two-Part Operations Training
NALEO Educational Fund will be hosting a two-part Virtual Census Training on Monday and Tuesday, April 27 & 28, from 9-11am. This training will focus on a comprehensive overview of Census 2020 Self-Response operations including mail, phone, and online methods. This session will also cover language access resources, alternative operations including Update Leave/Enumerate, Non-Response Follow Up operations, counting of special populations and group quarters.

All information will be the most up to date according to US Census Bureau response to the COVID-19 pandemic. Additionally, the training will go through the Census questionnaire, tested messaging research for the Latino community, and review online resources to support organizations through their transition into digital organizing. RSVP for Part 1 (i.e. Census Operations) and Part 2 (i.e. Census Ambassador)!

May 4th Digital Communications Training
The California Immigrant Policy Center will hold a Digital Communications training for Central Valley partners in collaboration with CVIIC on Monday, May 4th, from 1:00-3:00PM CIPC and CVIIC will cover communicating and organizing in the digital space, ways to elevate stories for advocacy, social media tutorials and key tactics to support partners with their ongoing work with immigrant communities, as well as the 2020 Census work focused on reaching and engaging hard-to-reach communities. Register here.

NALEO April Census Outreach Workshops
NALEO Educational Fund is currently working on workshops to provide best practices in Census Outreach, Healthy Strong, Digital Marketing and Quality Engagement to facilitate outreach efforts. Please share and register for NALEO’s upcoming census workshops below.

Working from Home: Digital Marketing
Thursday, April 23rd, 11:00 A.M. – 12:00 P.M.
Working from Home: Quality Engagement
Thursday, April 30th, 11:00 A.M. – 12:00 P.M.

**ACBO and SJVHF Census Cohort Monthly Standing Calls**

**ACBO Region 6 and SJVHF Census Outreach partners**, please check your calendars for your respective monthly standing census calls and be sure to participate!

- ACBO Region 6: 1st Thursday of the month at 11am
- SJVHF Census Cohort: 2nd Thursday of the month at 3pm

**CENSUS RESOURCE SITES**

- American Library Association
- Asian Americans Advancing Justice
- CA Census 2020
- California For All 2020
- The Center at Sierra Health Foundation
- Central Valley Immigrant Integration Collaborative (CVIIC)
- CUNY HTC Self Response Map
- First 5 Association of CA (press kit)
- National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund
- Public Policy Institute of California (PPIC)
- Southeast Asian Resource Action Center (SEARAC)
- The California Endowment (message testing)
- U.S. Census Bureau | official response portal
- U.S. Census Bureau - 2020 Census Recruitment

**LANGUAGE HOTLINE (BLING)**

- Arab American Institute: 833-3DDOUNI (833-333-6864) i.e. "Count me" in Arabic
- Asian Americans Advancing Justice/APIAVote’s hotline: 844-2020-API (844-202-0274) for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)!
- CHIRLA national assistance hotline: 1-888-624-4752
- NALEO Educational Fund operates a toll-free bilingual (Spanish) census hotline: 877-EL-CENSO

**COUNTY UPDATES**

Please email county updates you’d like to share with the SJV census network to justin@everydayimpactconsulting.com. It’s important that we uplift your wins and activity to demonstrate the momentum partners are building in the San Joaquin Valley, and to give each other well-deserved props!
This week’s update comes via Communities for a New California Educational Fund (CNC EF), one of the Region 6 ACBO partners and co-ACBO Region 4 lead. CNC EF has been providing weekly interactive Census community programs broadcast online featuring community advocates. Last week, Marvin Lemus headed the program as the first high profile celebrity to-date to lead CNC’s Census conversation. Mr. Lemus, the celebrity Latinx director and co-creator of the newly released Netflix original series, Gentefied, detailed the relationship between the Census and aspects of his own life as someone born and raised in Kern!